

Marketing Strategy Presentation

Your group will present your Marketing Strategy to the leadership in the business. They will be receiving your written report, but they want to hear from you about the ideas you came up with on how to better meet the needs of your target market. You need to include in your presentation the following information. You need to sell your idea to your managers.

1.) Identify your Target Market

- Describe the customer and their needs/wants

2.) Product

- Explain the elements of the product/service you are changing or implementing to satisfy the target market and explain how it will.

3.) Place

- Explain how the customer is going to obtain the product/service
- Explain what the company will have to do to get the product/service to the customer.

4.) Price

- Identify the price for the product/service
- What will the costs and conditions will be present

5.) Promotion

- Explain the promotional tools you will use and why these will work the best
- Show one of your promotions and describe where it will be used

6.) People

- How will “people” assist in the development and use of the new product/service

7.) Conclusion

- Explain to your managers why this product or service will be successful and what will indicate success.

Presentation Skills

	Outstanding 4	Above Average 3	Needs Improvement 2	Missing or Needs Significant Improvement 1
Organization	Information presented in a logical, interesting sequence. They capture your attention with an intro and finish with an effective wrap up.	Information in logical sequence, introduction and conclusion are present but do not relate to the order of the presentation.	Difficult to follow presentation, it jumps around and it confuses the audience. Intro and conclusion are not very identifiable.	Cannot understand presentation--no sequence of information described and lacking a intro and conclusion.
Visual Support	Visuals explain and reinforce screen text and the theme of the presentation.	Relate to text and presentation but the images do not make a solid connection with the audience.	Occasionally uses graphics that rarely support text and presentation.	Uses unnecessary graphics or no visuals at all.
Slide Layouts and Design	Includes a variety of graphics, text, and animation that exhibits a sense of wholeness. Creative use of Layout Tools and helps the audience understand the content.	Includes a variety of graphics, text, and animation. They support the presentation content but still a little cluttered on the slide and not easy to see.	Includes combinations of graphics and text, but the connection between the topics and content are unclear.	Either confusing or cluttered, barren or stark. Visuals are lacking and missing the connection to the topic.
Presentation Skills	Maintains eye contact and clear voice. Avoids audience distractions and keeps them engaged. Presentation has a flow to it by utilizing transitions and a solid intro and conclusion.	Maintains eye contact most of the time and pronounces most words correctly. Effort is made to include an intro and conclusion but the speaker loses the audiences attention. Needs better transitions	Occasionally uses eye contact, mostly reading presentation, and does not have a clear voice. Intro and conclusion are unclear and no transitions are included.	Reads the presentation, is not prepared and an unclear voice. Transitions are missing and an introduction and conclusion to do not make the connection with the audience. It is also distracting.

26 Points